

ABSTRACT OF THE DISCLOSURE

An analysis management server 1 makes a large variety of question contents from a question providing unit 4 available, 5 registers a group of questions for analyzing an audience in correspondence with selection of a client terminal 3, obtains replies to the question contents corresponding to the client terminal 3 in accordance with an access from an audience terminal 2 and finally provides the client terminal 3 with an analysis result for the 10 audience. This analysis result has a content of a combination of audience's replies to different question contents. Consequently, the analysis management server 1 earns a question using fee and an analysis-result inspecting fee, while part of the question using fee is delivered to a question provider.

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